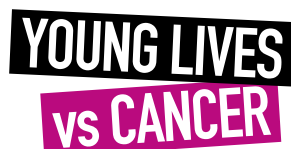




PARTNERSHIP REVIEW

Morrisons and
Young Lives vs Cancer
2017 – 2022



Thank you

from Young Lives vs Cancer

What a journey these last five years have been. It started out as a three-year partnership in 2017, which filled everyone at Young Lives vs Cancer with such excitement for what was to come, and here we are five years later, and our partnership with Morrisons has far exceeded any of our expectations.

We started with a target of £8 million and I am overwhelmed to be able to write that the final total raised is a staggering £18 million.

The difference this partnership will make to the young people and families that we support here at Young Lives vs Cancer cannot and should never be underestimated. Together, we have funded over 12,500 grants for families who are facing financial struggles due to the impact of facing cancer. We have helped hundreds of families access facilities in our Home from Homes whilst their child is undergoing treatment in hospital, whether this is using laundry facilities to give them fresh, clean clothes, or cooking a much-needed home cooked meal and having some respite away from the hospital ward. We have given hundreds more people access to support networks, from young people facing cancer themselves, to their families and friends.

Our vision here at Young Lives vs Cancer is to support all children and young people diagnosed with cancer in the UK, and thanks to everyone at Morrisons, colleagues and customers, we are nearing ever closer to reaching this.

Not only have they given us such incredible support through tireless fundraising, they have given some of our young people and children facing cancer some amazing memories, involving service users where possible every single step of the way.

So, on behalf of all of everyone at Team Young Lives, I extend a heartfelt thank you to everyone who has been a part of this special partnership in some way over the last five years.

Thank you.

Rachel Kirby-Rider

CEO, Young Lives vs Cancer



The start of an epic journey

In January 2017 Young Lives vs Cancer became Morrisons' charity partner following a staff vote where 65% of colleagues voted in favour of the charity. The partnership was set to run for three years, with a fundraising target of £8 million.

Money raised would fund a number of services that fell under the umbrella of People, Places and Practical things – with a focus on grants, hubs at Young Lives vs Cancer Homes from Home, digital support and a new Nurse Educator programme, which would enable more families dealing with cancer to be treated closer to home.

The below objectives were agreed between Morrisons and Young Lives vs Cancer:

- Raise £8 million
- Engage, excite and motivate Morrisons colleagues; make them feel supported in all their fundraising activities and show them what their fundraising has achieved
- Maximise the opportunities for positive local and national PR.

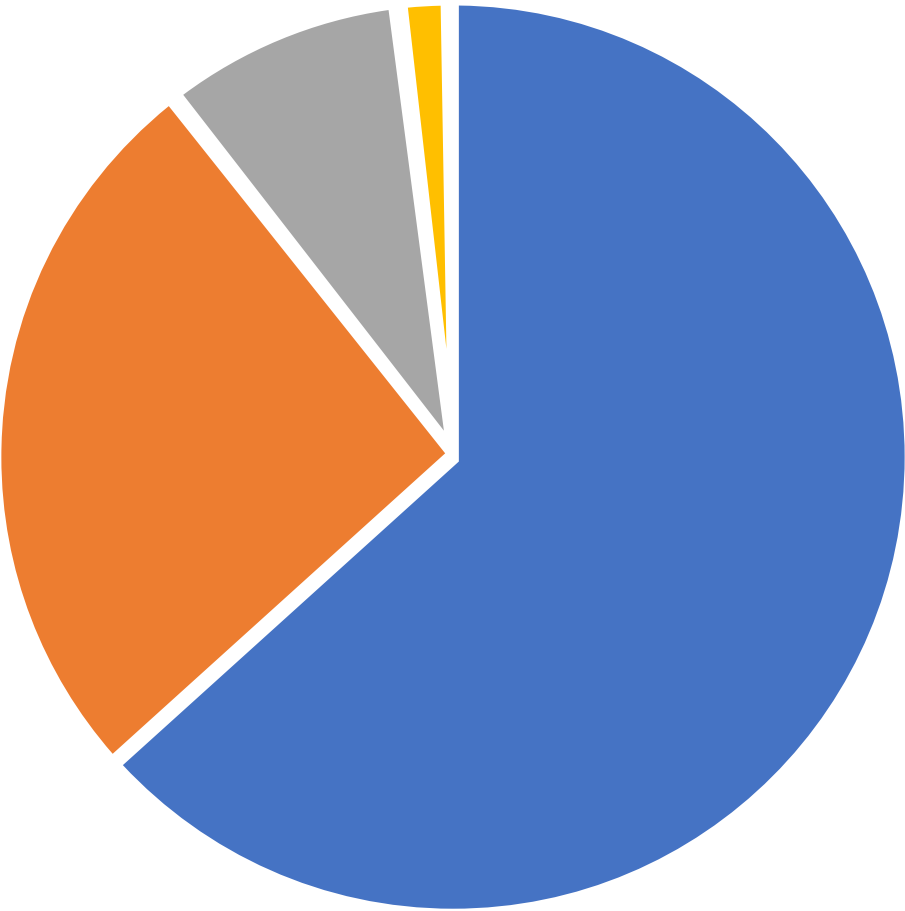
The partnership was extended in 2019 following a colleague vote, and again in 2020, taking the partnership up to five years and making it the most successful charity partnership for Morrisons to date.

This final review showcases year by year the incredible show of support, dedication and commitment Young Lives vs Cancer received from Morrisons colleagues and customers.

**It's a journey to be proud of,
filled with moments
we'll never forget.**



Together we raised
£18million



£11.4 million	£4.7 million	£1.5 million	£400,000
 In-store and site fundraising	 Product promotions (inc. charity products and Every Pack Gives Back campaigns)	 Other donations (scratch cards, corporate donations etc.)	 Colleague fundraising challenges



As we reach the end of our partnership with Young Lives vs Cancer, I wanted to thank all of our colleagues for their incredible efforts over the past five years. This has been our most successful charity partnership yet and this is down to the tireless commitment shown by our colleagues up and down the country - not least our Community Champions who have been a driving force throughout. I'd also like to recognise the role our customers and suppliers have played as without them we would never have reached such an incredible total.

David Potts, Morrisons CEO

Behind the numbers: the impact of the partnership

The partnership has funded a range of services for young people facing cancer and their families. Morrisons colleagues have helped Young Lives vs Cancer get closer to its vision of supporting all children and young people affected by cancer in the UK and the charity will continue their hard work in striving to achieve this.



Funding vital core services **to help families face everything cancer has to throw at them**

Morrisons have provided vital funds across all of the charity's core services, providing social care workers to help families face a cancer diagnosis and the challenges that this brings. This was more vital than ever during the COVID-19 pandemic, when Morrisons unrestricted funds to allow the charity to adapt to the new challenges and ensure that our social care teams could continue to be there for those in need during this difficult time.



Funded **a brand-new Home from Home**

Jacks House in Manchester will open in 2022 and will help 140 families a year stay close to their child whilst they are undergoing specialist cancer treatment. Morrisons funded the purchase and renovation of the home as well as five years running costs.



Over 12,500 grants **given to help families with the costs of cancer**

When a child or young person is diagnosed with cancer, the financial costs can be an extra devastating burden on families. Many cancer patients have to travel significant distances for cancer treatment which includes fuel costs, parking, accommodation, as well as increased household bills at home. Research shows that parents spend an average of £600 more a month when their child has cancer.



Helped 669 people **through support groups**

Morrisons funded the running of support groups in Young Lives vs Cancer Homes from Home. These included sessions for service users, parents, siblings and grandparents and a bereavement support group as well as an online community for those going through similar experiences.



467 families **used the Home Comforts scheme**

Morrisons funded a 'Home Comforts' scheme to allow parents to have access to Young Lives vs Cancer Home from Homes when their child is receiving treatment in hospital.



The difference the home comforts made for families is invaluable. For the families who don't stay in our Home from Home to be able to step away from the hospital ward to do their laundry or cook a homemade meal has made a massive difference and took away a lot of the pressure these families were facing.



Ann Gregory, Home from Home Manager.



1,150 uses **of the live chat between April 2019 and October 2021**

Morrisons funded the introduction of a live chat function on the Young Lives vs Cancer website so that anyone facing cancer in the UK could access professional support wherever they are.



600 training events **given to nursing professionals**

A Nurse Educator programme was funded by Morrisons to recruit expert nursing professionals to work alongside the NHS, schools and services to share best practice and improve the quality of support and understanding for young cancer patients, closer to home.



Over 2,500 items **of coverage in the news**

The partnership with Morrisons generated over 2,500 pieces of coverage across national and local press, both online and in print, reaching new audiences and spreading the word of the vital work the charity does for families facing cancer.

First year: February 2017 – January 2018

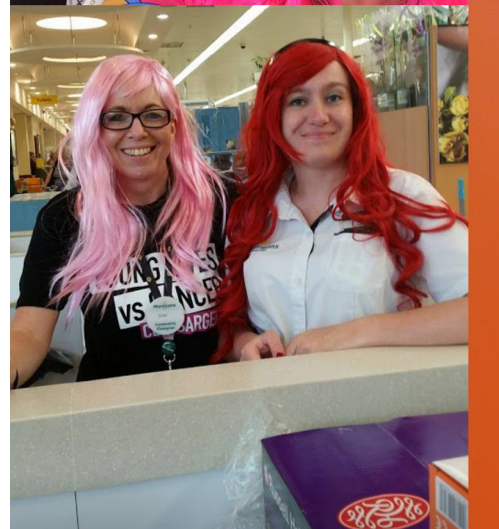
£3.4 Million raised

We kicked year one off in style and within the first few months of the partnership we knew this was going to be one incredible friendship. Morrisons colleagues and customers were instantly behind Young Lives vs Cancer and pulled out all the stops to get their fundraising off to a great start. Here's just some of the highlights:

- **Getting wiggly with it** – colleagues donned some new do's and raised £184,000 across the week
- **Summer carnival** – colleagues held a week of fundraising including fetes, games and colourful carnival outfits, raising £253,000
- **Childhood Cancer Awareness Month** – stores went all out in support of the annual campaign through sales of Gold Ribbon pin badges throughout the month and raising £172,000
- **Festive fundraising** – despite being the company's busiest time of year, colleagues raised £192,000 through festive fundraising and a large raffle at Head Office.

Going One Step Beyond

As well as the main fundraising campaigns and events, colleagues were also encouraged to take on their own challenges, from running the London Marathon to tackling Tough Mudder and conquering the Yorkshire Three Peaks amid wind and rain, raising over £70,000 (including some matched funding).





Year Two: February 2018 – January 2019

£3.6m raised

As the partnership found its feet, year two saw Morrisons colleagues try out some new fundraising challenges.

- **World Cancer Day** – the first volunteer-led national bucket collection took place across 127 Morrisons stores. Along with in-store sales of a World Cancer Day wristband this raised £326,000.
- **Morrisons Makes Miles** – Community Champions launched their own campaign for Childhood Cancer Awareness Month, organising local walks, virtual bike rides and a joint Morrisons and Young Lives vs Cancer walk, altogether raising £152,000.
- **Raise a Smile Cup** – colleagues took part in a national Football Tournament, with a number of friendly five-a-side tournaments taking place across seven venues, raising £4,000.

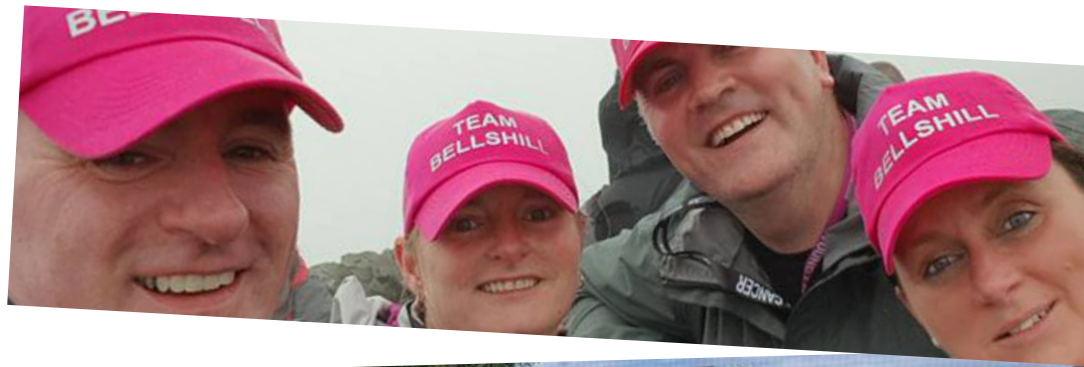
Mud, Marathons and Making Money

A team of Morrisons colleagues were awarded places in the London Marathon, while another team tackled the Yorkshire Three Peaks. Individual fundraising events like these raised £84,288 throughout the year.

Raising the bar

In July 2018, the partnership celebrated its first milestone of £5 million after just 17 months of fundraising! It was announced that the overall target would increase to £10 million.





Year 3: February 2019 – January 2020

£4m raised

With the new target of £10 million in sight, colleagues were more motivated than ever to get fundraising after seeing and hearing the difference they were making to families facing cancer.

- **World Cancer Day** – 400 volunteers across 196 stores all wore pink and black across a four day weekend in support of Young Lives vs Cancer. Together they raised an amazing £346,000.
- **Mad Hatters tea party** – Community Champions launched a new fundraising theme for Easter 2019, jumping fully down the rabbit hole and turning stores into a wonderland of fancy dress, tea parties and activities across two weeks raising £248,000.
- **Summer carnival** – the summer carnival returned for another two-week long fundraiser with family fun days and BBQ banquets raising £252,000.
- **Go Gold for Childhood Cancer Awareness Month** – Stores turned gold with fancy dress, raffles, games and gold ribbon pin badges.

Morrisons also supported Young Lives vs Cancer's Travel Costs campaign during Childhood Cancer Awareness Month, encouraging colleagues to take part in a Challenge 60 event raising money towards families travel costs. All 27 Manchester and Liverpool stores organised a store-to-store relay walk and raised over £15,000 and Morrisons Group Commercial Director and Senior Buying Manager ran 60 miles in just two days.



From Mountains to Matches

To freshen things up, colleagues swapped the Three Peaks for a trek up Mount Snowdon, with a group of 137 colleagues taking part raising an incredible £54,000. The colleague football tournament also made a return, raising £5,300.

Extending the partnership and our services

At the beginning of 2019 it was announced that the partnership would be extended for another year following a colleague vote. The extension came with a new ambition from Morrisons to open a new Home from Home for families in Manchester.

Hitting £10 million

In November 2019, the partnership hit a whopping £10 million – three months ahead of target. A new ambitious target of £15 million was set in order to fund the new Home from Home.



Year Four: February 2020 – January 2021

£3.1 million raised

With the impact of COVID-19 hitting hard and fast, 2020 was a tough year for everyone. But with the tough times came support like never before. Colleagues pulled together to continue to make incredible things happen in the midst of a pandemic.

World Cancer Day.

The year got off to a strong start with the third and most successful World Cancer Day collections, with 800 volunteers out in force across 282 stores, raising £292,000 and launching a newly designed World Cancer Day wristband.

The Pandemic Hit

In March the country came to a stand-still with a national lockdown putting a stop to many of the planned fundraising activities.

When Young Lives vs Cancer launched their Emergency Appeal, Morrisons were right there to support, sharing the message far and wide. Despite tough times, an incredible £143,000 was raised between April and June from in-store and online donations and support.

And so began a new era of adapted fundraising...



- **The Big Virtual Collection** – Community Champions and stores took part in the Big Virtual Collection, promoting the charity in-store and hosting online collections raising £221,000.
- **Childhood Cancer Awareness Month** – Morrisons colleagues carried out the first in-store fundraiser since February and were back with a bang, spreading the message that children with cancer would not be forgotten. An in-store radio message was recorded by a Young Lives vs Cancer service user and was played throughout the month, encouraging customers to support the charity. An incredible £148,000 was raised.
- **Autumn Fundraising** – despite another lockdown, Community Champions continued to fundraise in a COVID-safe way throughout Halloween and Bonfire Night, raising £149,000.



Stepping up and standing strong together

Morrisons had our backs from the moment the pandemic hit. Here are some of the things they did to go above and beyond in their support of young people facing cancer:

- Following the closure of charity shops, Morrisons offered Young Lives vs Cancer shop staff secondments into their stores so that they could continue to work – offering a lifeline for some employees who were facing uncertainty ahead.
- While our service users and families were facing an even more frightening time of navigating cancer during a pandemic, they were also struggling to book food slots for deliveries. Morrisons made sure that our service users were some of the first to access their new doorstep delivery system for vulnerable people.
- Morrisons Community Champions went above and beyond to make sure our service users and families staying in our Homes from Home had everything they needed. They donated cleaning materials to help our staff keep everything COVID-safe and sent hampers to families who were shielding.

 *The hampers and dried foods we received in the Bristol homes throughout lockdown were incredible. The families were provided with everything they needed to see them through without the worry.* 

Ann Gregory, Home from Home Manager

- Community Champions from a number of Morrisons stores provided local families with free food boxes and essentials. In addition, service users could send across their shopping lists to Morrisons staff who gathered their shopping and either left it for the customer to collect from store, or delivered to doorsteps. One incredible champion at Ealing Broadway donated £267 worth of food and clothes to a local family with no income during the pandemic

One Last Time – extending the partnership

In May, the decision was made to extend the partnership for a fifth and final year in order to achieve the £15 million target and open the new Home from Home, which had come to a standstill due to the pandemic.

Following the extension of the partnership, Morrisons agreed to un-restrict funding for a short period of time to enable Young Lives vs Cancer to use the money where it was needed the most – making sure that our social care teams could be there to support families through their toughest of times.

Year Five: February 2021 – January 2022

£3.9 million and counting...

The fifth and final year of the partnership saw incredible things achieved in the toughest of times. Some highlights of the year include:

- **World Cancer Day** – Morrisons Home and Leisure team helped us create a bespoke keyring focused around the words 'strength, unity, friends and love', raising £185,547.
- **There's No Place Like Home** – A Wizard of Oz inspired fundraising campaign was launched with a new Jacks House pin badge on sale after the new Home from Home name was revealed. £207,578 was raised.
- **Superhero Week** - stores hosted a superhero themed fundraising week with colleagues dressing up as their favourite caped crusaders and encouraged to celebrate with their own personal superhero's. £121,660 was raised throughout the week of celebrations.
- **Childhood Cancer Awareness Month** – stores turned gold for the final time with the first in-store bucket collection since February 2020, raising £226,448.
- **A Very British Affair** – Morrisons were the headline sponsor of Young Lives vs cancer's first gala event since 2019. The event was a great success and raised over £400,000.

We have raised over £45,000 at the Abbeydale store and I feel extremely proud and honoured to have achieved this amount. It will make such a difference to families going through a really challenging time. To know that we could make a difference to their lives is such a wonderful feeling.

Georgia, Community Champion at Abbeydale



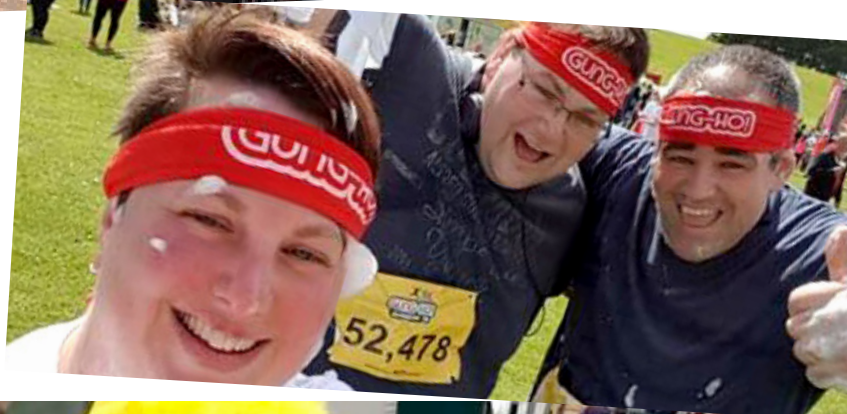
Don't Stop Me Now...the return of in-person fundraising

As restrictions started to lift, Morrisons colleagues were finally able to complete their own personal challenges, including the London Marathon and Great North Run.

After being postponed twice due to COVID-19, 145 colleagues completed a trek up Ben Nevis in August 2021, raising £92,000 and making it the most successful trek of the partnership.

Reaching £17 million

In October 2021, the partnership reached an incredible £17 million and was nearing ever closer to reaching a whopping £18 million by the end of the partnership in January 2022, motivating colleagues for the final fundraising months of the partnership.



Jack's House

— a lasting legacy

Following on from the extension in 2019 and an increased fundraising target, Morrisons Colleagues really knocked our socks off and raised enough money to fund a new Home from Home in Manchester. Jack's House was opened in January 2022 and is the perfect legacy for all Morrisons colleagues.

Jack's House is the eleventh Home from Home for Young Lives vs Cancer, and the first in the North of England. With only a few cancer treatment centres in the UK, most cancer patients end up having to travel a long distance for their treatment and this can mean a significant time away from home and long journeys for their family. A Home from Home provides a free and comfortable space for families to stay near to where their child is having treatment.

Jack's House has nine bedrooms, as well as communal living areas and bathrooms which allow the families to enjoy the comforts of home close to the hospital ward.

Not only have Morrisons funded the purchase and renovation of the building into a Home from Home, they have also funded five years of running costs.



Jack's House will help 140 families facing cancer every year.

18-year-old Hollie Knowles, who was diagnosed with Ewing's Sarcoma in 2019 and travelled an hour-long journey to Manchester for each of her treatments described the difference this will make to young people like her in the future:

I came to dread those journeys to hospital and got to a point where I thought, 'Do I even want to get in the car?' If I'd been able to stay at a Home from Home in Manchester it would have made me feel more safe and secure. It's the small things like the homely aspects that make a really big difference. Having things like a games room, a little book corner, that almost seem insignificant but they make a massive difference when you've lost everything else.

This is the house that Jack built

Jack's House is named after 13-year-old Jack Thompson. Jack was diagnosed with a brain tumour as a baby, and after several rounds of chemotherapy throughout his life, he is now registered blind. But that has not dampened Jack's spirits. Jack has been supported by Young Lives vs Cancer throughout his life, raising over £120,000 and counting! He became involved with Morrisons at the start of the partnership, when he started to fundraise in his local Morrisons store at West Denton.

Over the years Jack struck up a great friendship with Morrisons colleagues, from the Executive Team to those on the shop floor, even acting as Store Manager on occasion and speaking to customers over the tannoy system. His good humour and big personality won over everyone's hearts and it was with this that he was chosen as the namesake for the new Home from Home.

Jack said: "I'm so excited because Morrisons chose the name Jack's House and this will mean that families will have a place to stay in Manchester while their child is having cancer treatment. I'd just like to say a big 'thank you' to all of you who chose the name Jack's House, this means a lot to me."

Jack's House was opened by Jack himself in a special opening ceremony in January 2022.



I have had the privilege of visiting some of the Young Lives vs Cancer Homes from Home and have been lucky enough to meet some of the families the charity supports. You couldn't overstate how much of a difference Young Lives vs Cancer continues to make and I am delighted that with Jack's House we are leaving a lasting legacy that will support families in need for many years to come.

David Potts, Morrisons CEO.

Making memories as well as money

Throughout the partnership, Morrisons ran a number of engagement days with service users and their families, providing lasting memories. Here are some of the special moments which made a lasting impact on those involved.

Jingle Bells

Twelve families were invited to London to film a special tear-jerking Christmas video showing some of the young service users ringing the bell at the end of their cancer treatment. This was the charity's most successful content on social media over Christmas 2017.

The Sun Appeal surprise party

Morrisons and The Sun threw a surprise party for Young Lives vs Cancer's Home from Home Manager, Ann Grady, to say a special thank you for all she does to help families, after losing her own daughter to cancer many years before.

Little Kitchen Taster Days

A number of service users took on the role of Head Taste Testers for a new Little Kitchen product range that was launched in 2018. The products have since raised £638,000 for young cancer patients.





Ice Cream tasting party

During Childhood Cancer Awareness Month in 2018, Morrisons invited some young service users to choose a new ice cream flavour to go on sale. The day went down a treat with everyone involved, particularly young Albie who took a liking to the candyfloss and apple flavoured ice cream.

M *Morrisons have been such a key part in the happy moments Albie had during treatment.* **M**

Annie, Albies mum



Service visits

Morrisons Senior Leaders visited each of the charity's Home from Homes throughout the partnership, building strong relationships with the social care teams across the country.

Senior Leaders, including CEO David Potts have also visited the childrens ward at Leeds General Infirmary Hospital and spent their Christmas Eves wrapping presents for children who are spending Christmas in hospital or in a Home from Home.

Items have been donated to support families staying in Home from Homes over the years. From pianos and toys, to cleaning products and household items, Morrisons have generously ensured that no one staying in a Home from Home has had to go without something they need.

Work experience and opportunities for service users

Service users Sam, Enna and Amber were invited to design special shopper bags for World Cancer Day in 2019 and 2020. For each bag sold, 20% was donated to Young Lives vs Cancer, raising £90,000.

Sam and Enna each did a days work experience at Hilmore House in 2019 and another service user Emily, was given the opportunity in both 2019 and 2021 in between her A Levels and university studies to carry out four weeks of work experience.

M *Young Lives Vs Cancer's partnership with Morrisons meant I was able to gain vital industry experience that all universities and employers now look for. I first had the opportunity to spend some time at Hilmore House in 2019 and each time I have visited I have felt like one of the team. Staff go above and beyond to show me everything and anything. I have genuinely learnt more in a couple of weeks than a whole university module! I cannot thank Morrisons and Young Lives Vs Cancer enough for the opportunity.* **M**

Emily, Young Lives vs Cancer service user





The evolution of Every Pack Gives Back

It started with selling strawberries and ended with a full store take over and Christmas Sandwiches, the evolution of cause related marketing campaigns and Morrisons own Every Pack Gives Back has been one of the many highlights in our incredible partnership. The campaigns saw Morrisons regularly team up with top brands to donate a portion of the price of their packs to Young Lives vs Cancer.

2017 - £220,542 raised

- First big brand comes on board McVities join the campaign with the tagline Snack and Give Back which saw an end of aisle campaign run for two weeks generating a lot of media coverage and raising £100,000.
- A second campaign runs in September with Seabrooks Crisps. 5p from each multipack sold is donated, raising £27,000.

2018 - £723,306 raised

Following the success of the first year, other suppliers started to come on board and so a multi-supplier campaign was evolved under the name 'Every Pack Gives Back'.

- The first campaign launched in stores in May 2018, with each supplier donating 5p per sale, raising £142,000.
- Standalone campaigns with Maynards Bassett, Old el Paso and Utterly Butterly raised £112,000.
- Capri-Sun and Oreo joined the second campaign, which raised £265,000 in total.



Every Gives

For every pack you buy, a donation is made to Young Lives vs Cancer.

2019 - £1,085,458 raised

For the first time, the campaign broke £1 million.

- Coca-Cola European Partners came on board for a year-long promotion with Capri-Sun raising £150,000.
- A seasonal aisle event gained much more exposure and encouraged more suppliers on board. Together nine suppliers raised £285,000.
- In December, Morrisons Nutmeg introduced their family pyjama sets, which were promoted by celebrity influencers and raised £28,000.
- A special Ramadan Every pack Gives Back was introduced with various World Food brands for Morrisons Living is Giving campaign.

2020 - £1,275,273 raised

- World Cancer Day 2020 saw 21 suppliers taking part including Pukka Pies, Heinz, Hovis and KP Snacks, raising £286,000.
- New household names including Unilever, P&G and GU Desserts came on board to support the campaign.
- Nutmeg introduced bespoke festive facemasks alongside the pyjama sets, raising £40,000.

2021 - £1,317,000 raised

We wanted to make the final year of the partnership the biggest yet for Every Pack Gives Back and it didn't disappoint.

- Mondelez supported World Cancer Day with a Match and Win promotion, which raised £25,000 for the charity. The whole campaign raised an incredible £298,000.
- Every Pack Gives Back took front of store position for the first time in the biggest campaign to date, raising £500,000 altogether.



An award-winning partnership

Over the years Morrisons partnership with Young Lives vs Cancer has won three industry sector awards and been shortlisted for many others.

In 2021, a judge on the Third Sector Business Awards panel referred to the partnership as “collaborative, innovative and seriously impressive.”



Awards won:

- 2019** Better Society Award - Best Partnership with a children's health charity
- 2020** Charity Today Award - Partnership of the Year
- 2021** Third Sector Business Charity Award – Best Charity Partnership – Fashion & Retail

Gifts in Kind and Pro-bono Support

As well as incredible fundraising figures and awards, Morrisons also provided gifts in kind and pro-bono support throughout the charity partnership.

- Morrisons Home and Leisure team donated furnishings for the refresh of both Bristol Home from Homes and the opening of Jeans House in Southampton, as well as donating items for charity shops and the charity's eBay store.
- Morrisons Property Director, Charles McKendrick, provided invaluable support to the project team throughout the process of planning and developing Jacks House.
- Morrisons Digital Graduate Team worked closely with Young Lives vs Cancers digital team to help create new digital solutions that aided the charity to update their website and online funding processes, all funded by Morrisons.
- Morrisons Insight team aided Young Lives vs Cancer to gain valuable insights into travel distances for cancer patients for the travel costs campaign in 2019.
- Morrisons Marketing Team created numerous videos for the partnership, helping to raise awareness of the charity.

Working Together

The partnership was a real team effort, with Morrisons and Young Lives vs Cancer working seamlessly together over the five years to make the partnership the success that it was.

Steering Groups

Morrisons Group Commercial Director, Andy Atkinson, brought together a steering group for the partnership, with both Morrisons and Young Lives vs Cancer colleagues coming together every six weeks to discuss ideas and partnership activities.

This group was instrumental in keeping engagement levels high over the five years and created a space to develop fundraising ideas and best practice for a successful partnership.

Community Champions

Every Morrisons store and manufacturing site had a dedicated Community Champion. They were the beating heart of this partnership, championing the message of Young Lives vs Cancer amongst their colleagues and creating fun and inclusive fundraising activities. They went above and beyond, creating special moments and experiences throughout the past five years for service users, supporters and staff at Young Lives vs Cancer. It is thanks to them that over £11 million was raised from store and site fundraising.



Top of the stores

Peterhead was the top fundraising store for both the North of England and Scotland, as well as the top fundraising store overall. Community Champion Sheena steered and motivated her colleagues to raise over an incredible £100,000 throughout the partnership.

Newport Morrisons on the Isle of White raised over £80,000 thanks to the hard work from Community Champion, Leah, and her colleagues.

J41 Wakefield Logistics was the highest fundraising logistics site, with Community Champion Pam raising over £43,000.



Fundraising Engagement Managers

Young Lives vs Cancer Fundraising Engagement Managers developed relationships at a local level with all 498 Morrisons stores by visiting stores, attending local fundraising events or organising bucket collections. They introduced Morrisons colleagues to service users, local social care teams and families to keep them engaged throughout the partnership.

I *It has been wonderful getting to know the Community Champions over the last five years, introducing them to local families and hearing about all the wonderful things they have been doing to raise funds and awareness for Young Lives vs Cancer in their stores and sites.*

Jenny Dixon – Fundraising Engagement Manager



Thank you to everyone at Morrisons
for supporting children and young people facing cancer



Benji was diagnosed with Leukaemia aged 3, and had to undergo over three years of treatment. Young Lives vs Cancer were an amazing support throughout- even after treatment. Without Morrisons, that support wouldn't have been there.

By raising so much money over the years, Morrisons has ensured Young Lives vs Cancer are able to help children and families like mine.

Thank you Morrisons!

Benji is now a happy and healthy 10-year-old in his final year of primary school. He loves Science and Maths, and hopes to work for NASA when he's older.



Find us on:

